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5     ABSTRACT:

10     The present invention relates to a method for computerized  
processing and presenting market and marketing  
information regarding at least one first product. The  
method according to the invention comprises storing, in a  
15     database, collected data related to at least one key  
success factor associated with at least the market  
performance which is related to said first product;  
forecasting, in a central computer unit, the future sales  
of said first product based on said collected data  
20     related to said at least one key success factor; and  
transmitting said information to at least one external  
business. The invention allows improved monitoring of the  
status and development of a product on a market and  
provides improved understanding, benchmarking,  
forecasting and strategic decision-making as regards the  
future sales of the product in question.